

62

WOODRUFF LAWN PRODUCTS

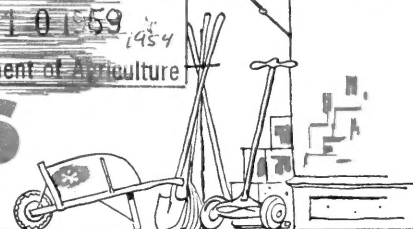
Associated Seed Growers, Inc.

MILFORD, CONN.

February 10, 1959

Woodruff

GRASS ROOTS



WOODRUFF LAWN PRODUCTS
ASSOCIATED SEED GROWERS, INC.



MILFORD, CONN. • TOLEDO, OHIO • AZUSA, CAL.
INDIANAPOLIS, IND. • SPARTANBURG, S. C.
CAMBRIDGE AND BELLEROSE, N. Y.

SPECIAL SPRING SALES PROMOTION

Turn to the back page for full details of Asgrow's special promotion for Spring 1959. Here's the way to build sales of both flower packets and lawn seed. Each purchaser of 5 pounds of TURF-MAKER, CENTRAL STATES, or MILFORD GREEN mixtures will receive FREE one of Asgrow's fine Flower Collections of his choice. This will appeal to the lady buyer as well as the men. Packets are supplied to you for sale or give-away on this special deal. You pay nothing for the packets you give away or return. Order yours now—mail the enclosed card today.

TIE IN WITH WOODRUFF ADS \$1.00 PER LISTING

Again you can tie in with any Woodruff Lawn Product newspaper ad at the cost of only \$1.00 per listing. Ads will appear in selected newspapers several times this spring. This offer does not include the *New York Times* or *Herald-Tribune*. You will be contacted by the New York papers directly.

For all other papers you will receive a separate notice and card order form. Use the card as soon as you get it, so we will be able to list you without delay.

GRASS SEED PRICES

Since the October issue of GRASS ROOTS, little has changed in the way of prices. The Fall selling season was not a big one for most dealers, probably due to the extra wet summer of 1958. As a result, the disappearance of supplies was not excessive and stocks of seed for the Spring are not in short supply.

The final crop report issued by the U. S. Department of Agriculture in December showed the greatest supply of Kentucky Bluegrass on record—almost 40 million pounds, practically a two years supply. Creeping Red Fescue, most of which is grown in Canada, is in ample supply due to a bumper crop. White Clover supplies are more adequate than formerly expected but not excessive.

Merion Kentucky Bluegrass is still short in supply and expensive. No reduction of price is expected for 1959.

Rygrasses have eased in price from last Fall; not much, just enough to take the gilt edge off.

Prospects for Spring 1959 sales are good. Prices are low and money a little more plentiful. If the spring weather is at all good, sales should improve over last year.

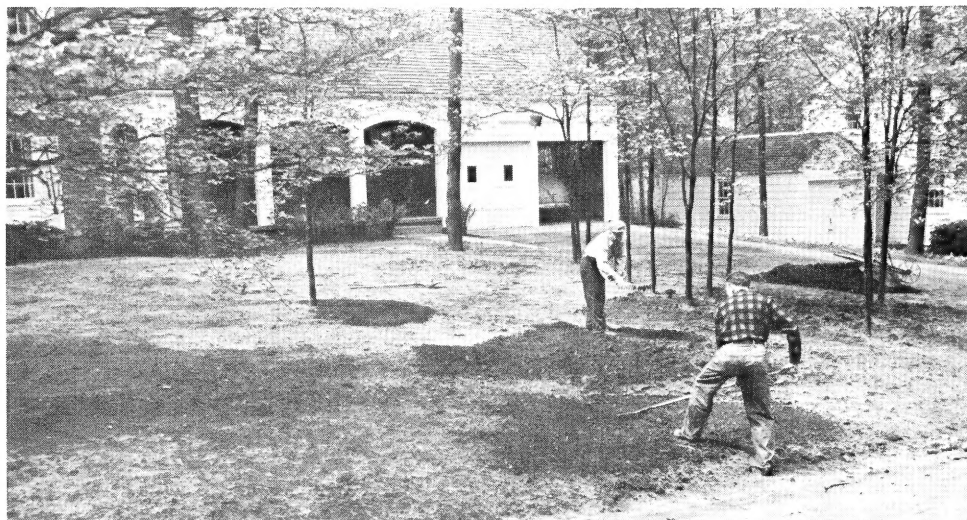
PROFITS ARE UP !

For the first time Asgrow offers Woodruff Lawn Seed Mixtures with increased profit margins for the dealer. Present retail prices allow 39% gross for sales of 1's and 5's and an average of 37% gross on 25's and 50's. And you can still take advantage of the same volume discounts as before—ranging from 5% to 12% depending upon volume.

PUSH GRO-SOD NOW !

Early spring is the best time to feed the lawn. That's the time Dame Nature selects to grow grass roots and thicken up lawn turf. Timely application of lawn food in mid-March gets the lawn in step with nature's process.

GRO-SOD, the old favorite still, is the best bet for your customers to yield the most green grass for the longest period of time. That's because it is a 10-6-4 with 50% organic nitrogen—a properly balanced diet for all lawns. Push sales early for the biggest volume ever!



PROGRAM YOUR LAWN PRODUCT SALES THIS SPRING

Here's a program to tie in your lawn products sales with sound lawn care practice this spring.

MARCH—Use Gro-Sod first for established lawns.

Seed old lawns late in the month after frost leaves and soil is loose. Soil in bare areas will crack (honey-comb). Sow seed without further soil preparation, add fertilizer too. Sow TURF-MAKER or MILFORD GREEN lawn seed.

APRIL—Still a good time to seed old lawns. Prepare ground for new lawns as soon as soil is workable.

Grub-proof lawn—old or new—use GRUB-NIX.

Weed control is easy now with WEED-NIX if you haven't fertilized, or WEED-OUT if you have.

MAY—Getting late for seeding, better use MILFORD GREEN or SERVICE TURF if weather is dry or it is late in the month. Don't forget that soil must be moist at all times.

Use GRUB-NIX for beetles. CRAB-NIX for crabgrass control (two applications a week apart usually necessary).

Watch for dry spots in the lawn and water early and thoroughly.

JUNE, JULY and AUGUST—Keep CRAB-NIX handy for easy control of crabgrass.

WEED-OUT may be useful for late germinating broadleaved weeds.

Stock and sell the complete line of Woodruff Lawn Products

SPRING 1959 PRICES

TURN THE PAGE



SPRING 1959 PRICE LIST

WOODRUFF LAWN PRODUCTS

LAWN SEED GOLD SEAL — FINEST QUALITY

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb.
TURF-MAKER NO. 38	1 lb.	1.49	12/case	.91
Contains Certified Pennlawn Creeping Red Fescue,	5 lb.	6.95	6/case	.85
Extra Heavy Kentucky Bluegrass, Rough Blue-	25 lb.	32.50	2/bale	.81
grass (Poa trivialis), and Certified Colonial Bent.	50 lb.	62.50	1/bale	.79
TURF-MAKER NO. 1	1 lb.	1.49	12/case	.91
Contains Extra Heavy Kentucky Bluegrass, Rough	5 lb.	6.95	6/case	.85
Bluegrass (Poa trivialis), and Certified Colonial	25 lb.	32.50	2/bale	.81
Bent.	50 lb.	62.50	1/bale	.79
TURF-MAKER WITH MERION BLUEGRASS	1 lb.	2.59	12/case	1.61
Contains Merion Kentucky Bluegrass, Pennlawn	5 lb.	12.69	6/case	1.55
Creeping Red Fescue, and Kentucky Bluegrass.	25 lb.	59.95	2/bale	1.51
	50 lb.	117.50	1/bale	1.49
TURF-MAKER FOR SHADE	1 lb.	1.49	12/case	.91
Contains Certified Pennlawn Creeping Red Fescue,	5 lb.	6.95	6/case	.85
Rough Bluegrass (Poa trivialis), Chewings Fescue	25 lb.	32.50	2/bale	.81
and Fancy Redtop.	50 lb.	62.50	1/bale	.79
TURF-MAKER FOR LIGHT SOILS	1 lb.	1.49	12/case	.91
Contains Certified Pennlawn Creeping Red Fescue,	5 lb.	6.95	6/case	.85
Certified Colonial Bent and Extra Heavy Kentucky	25 lb.	32.50	2/bale	.81
Bluegrass.	50 lb.	62.50	1/bale	.79

LAWN SEED RED SEAL — GOOD QUALITY

MILFORD GREEN FOR SUN	1 lb.	1.15	12/case	.71
	5 lb.	5.29	6/case	.65
Contains Kentucky Bluegrass, Perennial Ryegrass,	25 lb.	24.35	2/bale	.61
Creeping Red Fescue and Colonial Bent.	50 lb.	46.50	1/bale	.59
MILFORD GREEN FOR SHADE	1 lb.	1.15	12/case	.71
	5 lb.	5.29	6/case	.65
Contains Rough Bluegrass (Poa trivialis), Chew-	25 lb.	24.35	2/bale	.61
ings Fescue and Perennial Ryegrass.	50 lb.	46.50	1/bale	.59
SERVICE TURF	1 lb.	.98	12/case	.61
Contains Kentucky Bluegrass, Creeping Red Fes-	5 lb.	4.49	6/case	.55
cue, Perennial and Common Ryegrass, Meadow	25 lb.	19.98	2/bale	.51
Fescue and Colonial Bent.	50 lb.	38.45	1/bale	.49
LONG ISLAND	1 lb.	1.19	12/case	.74
Contains Chewings and Creeping Red Fescue,	5 lb.	5.60	6/case	.68
Kentucky Bluegrass, Perennial Ryegrass and Co-	25 lb.	24.95	2/bale	.64
lonial Bent.	50 lb.	48.75	1/bale	.62

STRAIGHT SEEDS

WHITE DUTCH CLOVER	½ lb.	.69	24/case	.85
	1 lb.	1.25	12/case	.80
MERION KENTUCKY BLUEGRASS	1 lb.	3.25*	12/case	2.10
	3 lb.	9.49*	6/case	2.05

* Suggested—subject to change due to market fluctuations.

LAWN FOOD

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb.
GRO-SOD LAWN FOOD				
Nitrogen, Phosphorous and Potash in proportion	25 lb.	2.85	1/bale	1.90
10-6-4; 50% of Nitrogen is organic.	50 lb.	4.50	1/bale	3.15

LAWN FOOD PLUS 2,4-D

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Unit
WEED-NIX LAWN FOOD				
6-10-4 analysis fertilizer containing 2,4-D for easy	25 lb.	3.25	1/bale	2.15
control of broad-leaved weeds.	50 lb.	4.65	1/bale	3.25

* 5% Discount on Ton Lots or Over, Special Discounts on Truck and Carload Lots.

WEED CONTROLS

CRAB-NIX	Small			
	1,000 sq. ft.	2.75	8	1.65
Selective crabgrass control. Contains Di Sodium	Medium			
Monomethyl Arsonate.	2,500 sq. ft.	3.95	3	2.37
	Large			
Full bales only.	5,000 sq. ft.	6.95	2	4.15
WEED-OUT	Small			
	2,500 sq. ft.	1.95	8	1.17
Selective control for broad-leaved weeds. Contains	Medium			
2,4-D.	5,000 sq. ft.	3.75	3	2.26
	Large			
Full bales only.	10,000 sq. ft.	6.95	2	4.15

LAWN INSECTICIDE

GRUB-NIX	Small			
	2,500 sq. ft.	2.45	8	1.48
Lawn Insect and Pest Control. Contains Aldrin	Medium			
and Chlordane.	5,000 sq. ft.	3.95	3	2.38
	Large			
Full bales only.	10,000 sq. ft.	7.75	2	4.65

COMPETITIVE GRASS SEED MIXTURES

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb.
PARK	1 lb.	.85	12/case	.55
Contains Kentucky Bluegrass, Colonial Bent, White	5 lb.	3.79	6/case	.49
Clover, Common and Perennial Ryegrass and	25 lb.	17.39	2/bale	.45
Creeping Red Fescue.	50 lb.	32.95	1/bale	.43
TUFFY	1 lb.	.79	12/case	.51
Contains Creeping Red Fescue, Perennial Rye-	5 lb.	3.45	6/case	.45
grass, Tall Fescue, Kentucky Bluegrass and Co-	25 lb.	15.75	2/bale	.41
lonial Bent.	50 lb.	29.95	1/bale	.39
GREENUP	1 lb.	.75	12/case	.48
	5 lb.	3.19	6/case	.42
Contains Common and Perennial Ryegrass, Creep-	25 lb.	14.65	2/bale	.38
ing Red and Meadow Fescue, and Colonial Bent.	50 lb.	27.75	1/bale	.36

GREENLEA				
5 lb. units packaged in attractive polyethylene	5 lb.	1.89	10/bale	.25
bags.	25 lb.	8.75	2/bale	.23
Full bale lots only.	50 lb.	16.25	1/bale	.21

ASGROW SQUEEZE DUSTER ASSORTMENT

Shipped in attractive, disposable display case with built-in, easy to use prescription chart that tells your customers what to buy.

Each Case Contains:

12 Rose Dust	8 oz. ea.
6 Garden Dust (contains Malathion)	8 oz. ea.
6 Antkiller (Chlordane 6%)	8 oz. ea.

Dealer Cost \$16.32 per case. Shipping weight 18 lbs. Retail \$1.19 ea.

Above Dusters also available as single items.

Packed 12 per case—\$8.16 per case.

ROSE AND FLORAL SPRAY

Smartly packaged in ready-to-use spray can. Ideal for control of Rose insects and Black Spot.

Dealer Cost \$8.40 per case. Retail \$1.19 ea.

Packed 12 per case. Shipping weight 12 lbs.

LAWN SEED AND FERTILIZER SPREADERS

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Unit
WOODRUFF SPREADER				
16" Hopper Model 16	each	13.75	1/case	9.17
18" Hopper Model 18	each	21.95	1/case	14.63
24" Hopper Model 24	each	28.95	1/case	19.30

TREEKOTE PRUNING COMPOUND

Ideal for scars, cuts and other tree damage. Used	½ pt.	.50	48/case	.30
in all tree repairs.	1 pt.	.65	24/case	.39
	1 qt.	.85	12/case	.51
	1 gal.	2.40	6/case	1.44

TROWBRIDGE'S GRAFTING WAX

Used by professional gardeners and tree experts in	¼ lb.	.45	Packed	.27
all grafting processes.	½ lb.	.60	50 lb.	.36
	1 lb.	.90	per case	.54

TERMS: 2% 10 days, net 30 days, E.O.M., to firms of approved credit. F.O.B. our warehouses. Freight prepaid to your station on orders of 200 pounds or more. All prices subject to change without notice. Add 2 cents per pound for less than full case lots. 1 and 5 pound units attractively cartoned. 25 and 50 pound units sturdily bagged.

WARRANTY: Asgrow warrants that the seeds, bulbs and plants it sells will be, at the time of delivery, as described on the container within recognized tolerances. Asgrow gives no other or further warranty, express or implied. Asgrow limits its liability on the foregoing warranty and its liability by reason of any other cause whatsoever to the amount of the purchase price of such seeds, bulbs and plants.

ASSOCIATED SEED GROWERS, Inc.

HOME GARDEN DIVISION

New! AT NO COST TO YOU

SPECIAL GIVE-AWAY
PROMOTION TO BUILD
YOUR LAWN SEED SALES

The easy way it works:



1. You will receive a disposable display stand containing a generous assortment of ASGROW FLOWER SEED COLLECTION Packets. Each COLLECTION contains several standard size packets of top quality Asgrow Flower Seeds.
2. With each five pound sale of Woodruff Turf-Maker, Central States or Milford Green Lawn Seed, you give away FREE an ASGROW FLOWER SEED COLLECTION Packet—a \$1.25 value.
3. When your customer chooses his FREE Collection Packet, he merely signs a slip showing the amount of each Woodruff lawn seed mixture he has purchased. You countersign or stamp the slips and send them to us for credit. (We'll supply you with the slips.)
4. The disposable Collection Packet display is sent to you on a SALE OR RETURN basis. You pay only for those packets you actually sell. These will cost you only 38c—you sell them for 59c—and make 21c profit.
5. Promotion runs March 1 through April 30 . . . right at the peak of the spring season.
6. Think what this money-making promotion will do to build your lawn seed sales and profits! BUT WE CAN NOT SEND YOU YOUR DISPLAY OF FLOWER SEEDS UNTIL YOU FILL OUT AND MAIL THE ENCLOSED CARD THAT REQUIRES NO POSTAGE. SO DON'T DELAY—MAIL THE CARD RIGHT NOW!

FILL OUT AND MAIL THE ENCLOSED CARD NOW



Get the Most From Your Garden

WOODRUFF LAWN PRODUCTS

ASSOCIATED SEED GROWERS, INC.

NEW HAVEN 2, CONN.

